



# ELASTIKOTE

REG. U. S. PAT. OFFICE

For 30 Years the Universal Industrial Paint

Now Reinforced With

# BAKELITE



PHOTOGRAPHS BY GEOFFREY LANDESMAN • H. ARMSTRONG ROBERTS • DESIGN & DECORATIONS BY FRANK R. NEKOLA  
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# ELASTIKOTE

## The Universal Paint

Elastikote was formulated in 1903. It was then a new type of paint for the protection of all exterior surfaces. It was a paint destined to upset all pre-conceived theories of the length of service that could be obtained from a paint coating.

In 30 years Elastikote has become known as a super paint. It was service that earned its designation as a paint of superior qualities . . . service under every conceivable circumstance of usage . . . service under conditions which rapidly destroyed ordinary paints.

Elastikote has withstood the crackling cold of Alaskan packing plants, the scorching heat of Gulf Coast warehouses, the corrosive soot, smoke and fumes of gigantic steel plants, the destructive effects of the salt sea air of coastal regions.

On wood and metal, brick and stone, Elastikote has withstood the ravages of wind and weather, rain and snow, blistering sun and intense cold, without cracking, without peeling, without disintegrating, for longer periods of time than other coatings.

All that we might say about Elastikote is overshadowed by its record of performance as told by its users. Stories of 6 to 10 years of perfect service are not at all uncommon. Stories of service under conditions which rapidly destroyed ordinary paints are only to be expected for Elastikote was created with but one end in view and that to make a paint that would wear longer than any other.

The record of the years tells how well we succeeded in attaining our goal. Elastikote has done all we expected and more. Today . . . Elastikote is ready to surpass even its own splendid performance of the past . . . for a new discovery has improved Elastikote in a manner as sensational as its original conception . . . a reinforcing agent has been added that again gives Elastikote unquestioned superiority.

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GEOFFREY LANDESMAN

Gigantic conceptions in steel, representing investments of many dollars, constantly beset by destructive and corrosive elements, deserve the surface protection afforded by Elastikote.





# ELASTIKOTE

## Now Reinforced by Modern Science

When Elastikote was formulated in the beginning of the century the available ingredients were nature's own. There were earth pigments and mineral colors, there were the various vegetable oils and mineral spirits, there were fossil gums and natural resins besides the usual metallic bases such as lead, zinc and oxides of iron. These in varying proportions and combinations made up all paints designed for the protection of property.

Given the same ingredients each expert paint maker was quite apt to turn out a paint of exactly the same characteristics. It was method rather than material which made Elastikote different. Through newly devised processes, of combining the various ingredients in Elastikote, a paint was produced which immediately manifested those superiorities which through thirty years established Elastikote as the universal paint for maximum protection.

Today, a new element, a new ingredient, is added to Elastikote which enhances its already present superior qualities and adds others heretofore unobtainable in an exterior general purpose coating. It is not a product of nature but the latest prodigy of modern science. With this new ingredient Elastikote gains greater elasticity which prevents checking and cracking due to the ever present expansion and contraction of the surfaces coated. It gains even greater resistance to acid fumes, smoke and soot. It gains better adhesion enabling it to cling tenaciously to many heretofore unpaintable surfaces. It becomes more color fast, more dense, harder, quicker drying, easier brushing and each gallon covers a greater area of surface.

No other paint designed for exterior surfaces has the same qualities in as great a proportion. No other coating will wear as well or wear as long. The ultimate in the protection of exterior surfaces has been achieved in Elastikote through this new ingredient known to the world in its varying forms as Bakelite.

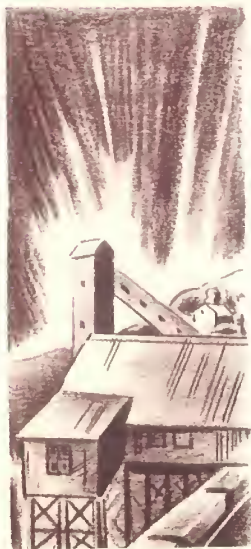
Elastikote is now reinforced with Bakelite . . . the hard impervious Bakelite generally known in the form of pipe stems, gears, radio parts, and molded objects . . . and Bakelite has raised Elastikote to a level all its own.



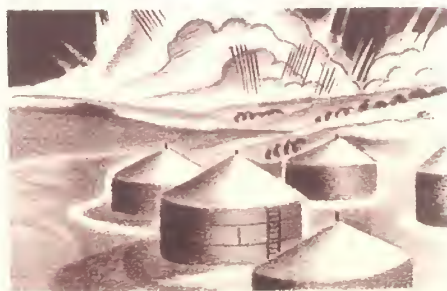




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Whether of wood or metal, brick or stone,  
Elastikote will protect a surface against  
weather, decay, rust and corrosion to a  
greater degree than  
any other coating.





# What is BAKELITE?

It is not sufficient to say, as chemists do, that Bakelite is a resin formed from formaldehyde and phenol, in the presence of a base, by the application of heat. It is more than that. It is a miracle. It is at once a contradiction, a mystery, a triumph of creative chemistry.

Out of common phenol, captured from waste gases, the chemist has made, with the magic help of heat, a substance which defies the disintegrating forces of heat and cold, time and tide, acid and solvent, wind and weather.

Bakelite looks like amber. Its ingredients are malodorous but Bakelite has no smell. Ammonia is blended with it in its making but there remains no trace of it nor of its other ingredients. Its component parts are caustic and corrosive but Bakelite has no vestige of taste. Acids will not cut it, alcohol will not dissolve it, water cannot penetrate it. Its uses are without number. No one knows yet all it will do.

Bakelite in its hard, solid, amberlike form is familiar to all and has been in our midst for some years past. Bakelite in a liquid form as an ingredient for protective coatings is however the latest development of modern scientific endeavor. Bakelite in its liquid form imparts to protective paint coatings the qualities of its predecessor the solid amberlike type of Bakelite. It makes paints more durable, more acid and more alkali resisting; it makes paints more elastic, quicker drying and easier brushing.

Elastikote the super paint of thirty years ago becomes the super paint of today through the addition of liquid Bakelite to its already superior ingredients.

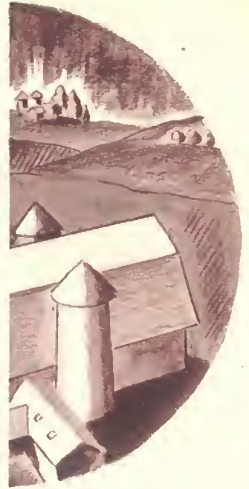
The new Elastikote . . . reinforced with Bakelite is ready to protect exterior surfaces of every kind. It will prevent and retard rust on metallic surfaces, prevent the decay of wood surfaces, and is equally efficient in preventing deterioration and disintegration on every other type of surface.







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On fencing and vast wood structures such as pictured here where labor costs are a major item, Elastikote will prove most economical as the need for repainting becomes far less frequent.

## Now Paint for Both Prot

Surfaces are painted for decoration, for protection, or for both of these excellent reasons. Some paints are decorative and are used only as such. Others are designed for pure protection on wood, metal, brick and concrete to guard against disintegrating forces. Elastikote serves both purposes without the sacrifice of one quality for the other in the slightest degree.

In appearance, gloss and finish and in its range of colors, Elastikote is the equal of any paint formulated for decorative value alone. In protective qualities, on any paintable exterior surface, Elastikote, due to its basic formula and its reinforcement of Bakelite, is without equal in the paint world.

The first requisite of a protective paint coating on any surface is to prevent the penetration of moisture. A porous paint film, no matter how long-lived, is worthless. Rust, decay and disintegration are at work beneath a porous film of paint and can cause complete destruction of the underlying surface





When paint is purchased from the viewpoint of the years of service to be secured in addition to decorative value, Elastikote becomes the logical choice of the paint-wise purchaser.



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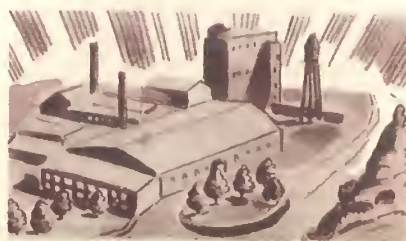
## ection and Decoration

without any damage being visible until it is too late to do anything about it.

That a paint film be waterproof is necessary on any surface. Moisture causes rust and corrosion on metal, rot and decay in wood, spalling and splitting in brick, cracking and crumbling in concrete . . . moisture causes destruction in any building material that has not been surface sealed.

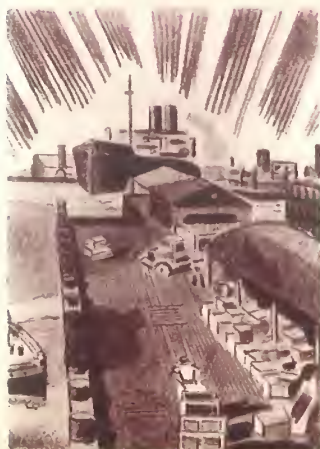
Every major ingredient in Elastikote is waterproof. Waterproof oils, waterproof resins and waterproof Bakelite prevent the penetration of moisture even under complete and prolonged immersion. Every part of Elastikote that remains upon a surface after the volatiles are driven off in drying is completely and thoroughly waterproof.

Not only does Elastikote prevent the penetration of moisture, but it also prevents damage from smoke, soot and acid fumes. A surface sealed by Elastikote against each of these agents of destruction can defy time itself.





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The heavy concentration of moisture on structures adjacent to water, the corrosive action of industrial fumes and gases, temperature fluctuations causing varying degrees of expansion and contraction, each and all of these are rendered impotent with a protective coat of Elastikote.



# For Every Exterior Surface

Brine soaked docks and soot laden steel mills, urban home and farm land structures, hospitals and office buildings, stores and ships, fences and factories and every other conceivable kind of structure demands the added protection and longer life afforded by Elastikote.



Elastikote is designed for every exterior surface. On wood, metal, brick, stone and concrete, Elastikote renders the selfsame high degree of service. It is tough enough for the most severe usage. It is fine enough for the most costly mansion.

Elastikote is economical. The comparative economy of a paint is determined by its cost per gallon, divided by the years of service it will render. There are paints which cost less than Elastikote per gallon. There are paints which cost more. There is no paint with a cost as low as Elastikote when computed on a cost per year basis.

Elastikote has great opacity due to the fine grinding and intense concentration of its pigment content. This quality of Elastikote becomes a factor in its practical economy, as in many cases one coat will completely cover an old coat of paint of another color. Especially is this true in the dark shades where one coat is the general rule on a repaint job.

Elastikote spreads well under the brush or may be readily applied with a spray gun. Due to its self leveling properties the least experienced brush hand can turn out a creditable piece of work free from brush marks. In addition, the covering capacity of Elastikote is considerably above average.

We have here summed up the various qualities of Elastikote with the hope that a realization of its superiority might be impressed in the mind of the buyer and user of paint products. On the following pages we list and outline the various colors and types of Elastikote which are available.





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Industrial structures of metal and wood, homes of wood and brick are best protected by Elastikote

On old brick surfaces, corrugated metal, concrete, wood or stone Elastikote serves equally well.



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H. ARMSTRONG ROBERTS





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H. ARMSTRONG ROBERTS

In normal use or severe service under any and all conditions of usage Elastikote lasts longer.

Churches and schools, hospitals and homes deserve the long-lived protection afforded by Elastikote.



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# Colors and Types in the Elastikote Line

## OUTSIDE GLOSS WHITE

A brilliant white of high gloss, best suited for wood surfaces of all kinds but may be used on metal or brick. Excellent for trim in combination with red and green.

## IVORY

An ivory having a rich tone and preferred by many over pure white on large surfaces and residential work. A pleasing combination with brown or bright green.

## FAWN

A light tan shade designed for homes, schools, churches, hospitals and similar structures. Highly decorative and works in harmony as a trim for browns and greens.

## BUFF

A true buff shade with a golden tinge that harmonizes with browns and offers a desirable contrast with greens and reds. Excellent on wood, brick, concrete or stone.

## MEDIUM BROWN

A brown shade akin to mellow tones of old leather. In great favor on churches, homes and many industrial applications. The trim should be buff, fawn, ivory or white.

## WARM GRAY

The lightest of the gray colors in the Elastikote line and its use is primarily on wood surfaces and brick on residential and commercial property. Trim with darker gray.

## BATTLESHIP GRAY

Slightly darker than Elastikote Warm Gray. Homes, churches, hospitals, wood, brick and concrete business buildings will find this a neat and unobtrusive color.

## LIGHT GRAY

Darker than Battleship gray with a decided bluish cast, recommended for general and industrial application. It is a favored color for mill villages and rental property.

## GRAY

A stone or steel gray shade which does not readily show soot and dirt and is desirable in industrial and mining districts on wood, metal or brick. Trim with a light gray.

## OLIVE

A green shade of great popularity on fences, sheds, warehouses and the like or for trim on white or buff. It is a standard color on telephone poles in many localities.

## BRIGHT GREEN

A color for grandstands, bleachers, wood and metal fences, shutters and trim on colonial period buildings. Standard for window frames on all types of structures.

## LIGHT GREEN

The lightest practical green for industrial use where resistance to smoke, soot and fumes must be had. One of the most popular colors in the line for every exterior surface.

## BRIGHT RED OXIDE

The brightest of industrial reds for wood, metal, brick or concrete. Its use is universal. Equally suitable for farm or factory, hospital or school. Has great rustproofing qualities.

## ROYAL RED

A true Persian Oxide Red designed for the same types of surfaces. Its use on freight cars, tanks, ventilators, gutters and skylights is recommended. Resistant to acid fumes.

## MAROON

This color shows no dirt, withstands acid fumes, industrial gases, seals against rust and corrosion. Covers well in one coat and has great spread. Best for industrial uses.

## BIG FOUR YELLOW

A bright orange yellow with real advertising value for businesses. A gasoline station color. To be trimmed with red, black or white. Use on wood, metal, brick or stone.

## WOOD BLACK

The finest gloss black for exterior wood surfaces of all kinds. Highly recommended for window sash and doors, wood tanks, fences, poles and other wooden structures.

## GRAPHITE

A graphite paint in the natural color which is almost black. Its use is restricted to exterior metal surfaces such as smoke stacks, tanks and bridges. Retards rust.

## ALUMINUM EXTERIOR

An oil base Aluminum Paint made with highly polished Aluminum Powder of fine mesh. The vehicle employed makes for great durability on every exterior surface.

## ALUMINUM INTERIOR AND HEAT-RESISTING

For all interior surfaces and especially hot metal surfaces up to 600° F. This varnish base Aluminum Paint is most durable and has great brilliancy. For brush or spray.





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Metallic surfaces subject to moisture, steam, heat and smoke, gases and fumes are immune to rust and corrosion when coated with Elastikote Acid Resisting and Interior Gloss Black.

### ACID-RESISTING AND INTERIOR GLOSS BLACK

Designed for metal surfaces not exposed to the weather. The ultimate in interior acid-resisting coatings. Withstands severe fume and brine conditions. Highly moistureproof.

### HEAT-RESISTING GLOSS BLACK

This paint is for exterior or interior use on metal. Made for boiler fronts, breechings, stacks and other hot metal surfaces up to 600° Fahrenheit. Dries hard and smooth.

### ACID-RESISTING AND EXTERIOR GLOSS BLACK

Where conditions require the greatest resistance to acids, fumes, alkali, brine, smoke and gases particularly on exterior metal surfaces, this product is highly recommended.

### XXX GLOSS BLACK-EXTERIOR

The highest grade exterior black for the protection of metal surfaces exposed to the weather. Has great elasticity and withstands extremes of contraction and expansion.

### LEAD RED

A reinforced red lead to be used as a priming coat on metal. Not designed for a finish coat and should be painted over with two coats of any other color desired.

★  
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**THE TROPICAL PAINT & OIL COMPANY**  
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